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Postal Regulatory Commission  
901 New York Avenue NW, Suite 200  
Washington, DC 20268-0001

POSTAL REGULATORY  
COMMISSION  
OFFICE OF THE SECRETARY

RE: Docket No. RM 2017-12

Dear Commissioners:

I am writing on behalf of Best Friends Animal Society, our members and, most importantly, the homeless pets we serve. We rely on the U.S. Mail to raise funds and communicate with our supporters and constituents. Without the mail, our fundraising would suffer severely and, as a consequence, so would our mission.

We simply do not understand why suddenly there is a need to increase nonprofit marketing mail rates for the nominal benefit of commercial marketing mail. This would seem to fly in the face of the rationale of the law granting nonprofits a discounted rate. Please keep in mind that our efforts are primarily directed toward fundraising to support our mission work, not marketing to promote a brand. Mail is our primary channel for fundraising. Lives will be lost if our available funds are diminished.

As a practical matter, injecting unanticipated increases such as those proposed here by USPS will mean that our fundraising budget will not be able to keep pace with the increase in postage costs. The inevitable result will be a reduction in our use of the mail, a reduction in our revenues, and, in turn, a reduction in our ability to end the killing of homeless pets in America's shelters.

If our postage rates were to increase, say, 5%, and produce a corresponding 5% loss of revenue, the funding of our regional programs, no-kill initiatives, partnerships, and Sanctuary would be negatively impacted. Our ability to keep pets out of shelters, and save animals scheduled to be killed in shelters will be diminished. Respectfully, we ask you to consider this consequence.

Please do not change the current system for calculating nonprofit rates. Implemented by the Postal Service ten years ago, we see no pressing need for a change, especially not one that will do harm to all nonprofits using the mail.

Sincerely,

*Barbara Camick*

Barbara Camick, MBA, CFRE  
Director of Annual Giving  
Best Friends Animal Society

Best Friends Animal Society  
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